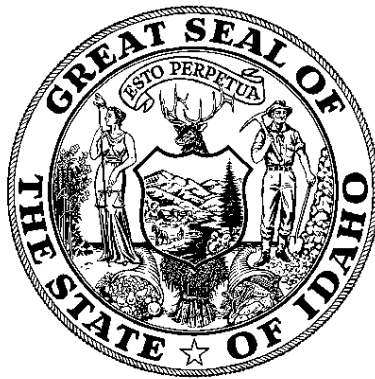


# Idaho Real Estate Commission



## 2007 Strategic Plan (July 1, 2007 – June 30, 2009)

## **MISSION STATEMENT**

The mission of the Idaho Real Estate Commission is to regulate state licensing and education of real estate brokers and sales associates and to protect the public interest by the fair and impartial administration of the Idaho Real Estate License Law and Rules and the Idaho Subdivided Lands Disposition Act.

## **VISION**

IREC strives to elevate the real estate industry to the highest standards possible and provide outstanding customer service to licensees and the public through quality education programs, strict adherence to statutory licensing requirements, fair and impartial discipline, and courteous and efficient communication.

## **GOALS AND OBJECTIVES**

**GOAL 1: ENSURE THAT IDAHO REAL ESTATE LICENSE LAW AND RULES ARE CURRENT AND CONSISTENT WITH INDUSTRY BEST PRACTICES AND THE PUBLIC INTEREST.**

**Objective A: Analyze national industry and regulatory trends on an ongoing basis.**

**Measurement:** Identify funding for and attend annual and mid-year ARELLO conferences, IAR® board of directors meetings and IAR® annual convention during FY 2008.

**Objective B: Solicit input from Commission staff and the Idaho Association of REALTORS® for the Commission's annual "update" legislation.**

**Measurement:** Whether IREC gains IAR® support for desired changes to real estate license law and whether those changes are passed by the legislature and signed into law during the 2008 legislative session.

**GOAL 2: ESTABLISH AND MAINTAIN HIGH QUALITY EDUCATION PROGRAMS FOR NEW AND EXISTING LICENSEES.**

**Objective A: Implement a review process for continuing education programs to ensure they are relevant and meaningful.**

**Measurement:** Whether 100% of continuing education course applications are reviewed by at least two members of the Education

Council to ensure that content fits within the Commission's approved topics during FY 2008.

**Objective B: Conduct an education curriculum evaluation of all sales and broker prelicense courses.**

**Measurement:** Whether IREC has updated curriculum for the Business Conduct and Office Operations course and the Brokerage Management course by December 31, 2007. Whether IREC has updated curriculum for the current Modules 1 and 2 of the sales prelicense courses by June 30, 2008.

**Objective C: Monitor courses, instructors and providers for compliance with Idaho real estate license law and IREC rules and policies.**

**Measurement:** Develop and implement an effective audit procedure for course providers and certified instructors so that 100% of providers and certified instructors are observed at least once every two years by June 30, 2009.

**Objective D: Provide a quality, up to date prelicense examination for both sales associates and brokers to measure minimum competencies.**

**Measurement:** Conduct an exam workshop with testing company, Education Council and course providers to review and rewrite prelicense test questions for the Idaho portion of the sales associate exam by October 31, 2007. Research the feasibility of a situational type broker exam, and communicate results to Education Council and Commissioners by December 31, 2007.

**GOAL 3: EFFECTIVELY ADMINISTER LICENSING PROCESS.**

**Objective A: Process completed license applications promptly, efficiently, and in compliance with Idaho license law.**

**Measurement:** Whether 100% of completed license applications are processed and approved within ten (10) business days from receipt by June 30, 2008.

**Objective B: Maintain Commission website in a manner that facilitates online license renewal and changes.**

**Measurement:** Increase the percentage of online renewals to 70% by June 30, 2009.

**GOAL 4: ASSURE CONSISTENT LICENSEE COMPLIANCE WITH REAL ESTATE LICENSE LAW.**

**Objective A:** Review regulated business activities and practices on an ongoing basis.

**Measurement:** Whether each licensed office has been audited by the Commission at least once every two years by June 30, 2009.

**Objective B:** Process complaints against licensees in a thorough, fair and timely manner to maintain public and licensee confidence in our system.

**Measurement:** Whether investigations are commenced immediately upon receipt of a verified complaint; 100% of investigations and related reports are completed within six months from opening of case by June 30, 2008.

**GOAL 5: ACT AS A PUBLIC RESOURCE FOR REAL ESTATE PRACTICE ISSUES.**

**Objective A:** Enhance consumer awareness education regarding real estate issues.

**Measurement:** Update the consumer section of the IREC website to include additional information and resources and FAQ section by June 30, 2008.

**Objective B:** Improve the licensee search function of the IREC website to provide more useful information to licensees and the public.

**Measurement:** Add additional search fields to the licensee search portion of the website and the ability to export data in Excel or ASCII format from the licensee database by June 30, 2008.

**GOAL 6: OPERATE THE COMMISSION WITH ACCOUNTABILITY, EFFICIENCY AND RESPONSIBILITY.**

**Objective A:** Improve office records management by implementing and maintaining an electronic document management system.

**Measurement:** Whether 100% of new licensee files and accounting materials are stored electronically beginning September 1, 2007.

**Objective B: Demonstrate commitment to staff retention and training.**

**Measurement:** Whether 100% of staff members have had the opportunity to attend one training or education program by June 30, 2008.

**Objective C: Provide outstanding customer service to licensees and the public by promptly responding to phone call or e-mail inquiries.**

**Measurement:** Whether 100% of callers or e-mail inquiries have been able to make contact with a staff member within 24 hours of calling or e-mailing the commission office, as evidenced by feedback from consumers, licensees, commissioners, and staff, by June 30, 2008.

**Objective D: Cross train all personnel to assure that vacancies and absences do not unnecessarily disrupt effectiveness.**

**Measurement:** Whether 100% of staff have up-to-date written procedures/desk manuals for job functions in place by December 31, 2007.

**GOAL 7: COMMUNICATE WITH LICENSEES, EDUCATORS AND THE PUBLIC REGARDING THE ACTIVITIES AND DECISIONS OF THE COMMISSION.**

**Objective A: Regularly publish and distribute information via regular mail and online.**

**Measurement:** Publish the Real Estate newsletter two times, implement and publish a semi-annual “broker gram” newsletter for brokers two times, and publish Education newsletters for instructors and course providers four times by June 30, 2008. Post all of these publications on the Commission website.

**Objective B: Conduct Commission meetings throughout the State of Idaho.**

**Measurement:** Whether at least two monthly Commission meetings are held in other districts of the State outside Boise by June 30, 2008.